



WDAF-TV

REVISION

ORDER

Print Date 08/17/12

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Flight Dates 08/11/12-08/22/12

Contract / Revision 567510 / Product DSCC IEOriginal Date / Revision 08/17/12 08/17/12 Agency Com 15%
Billing ContactAdvertiser Democratic Senatorial Camp
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007Agency Great American MediaBuying Contact Sales Office DC-M
1010 Wisconsin Ave NW Sales Region NAT
Suite 800 Agency Ref
Washington, DC 20007Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date
Dan Driscoll 100%Order Sep 00:15:00
Estimate # 1597
Alt Order # 09788330
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes SP-POL PLI POL
Product Codes PL2B
Priority 1
Advertiser Ref

Order Share 28% Market Value 132857

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	38528
KCWE	%	0
KMBC	25%	33214
KMCI	%	0
KPXE	%	0
KSHB	18%	23914
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	74	\$31,620.00	\$37,200.00	0.00	07/30/12	08/22/12	74	\$31,620.00	\$37,200.00
Totals	74	\$31,620.00	\$37,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	4	08/13/12	08/17/12	M-F 7-9a	CM-All	7-8a	-TWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00	
FOX 4 NEWS																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/13/12				08/19/12	-TWTF--	5	\$450.00	0.00								
E	2	4	08/20/12	08/22/12	M-F 7-9a	CM-All	7-8a	MTW----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/20/12				08/26/12	MTW----	1	\$450.00	0.00								
3	4	08/13/12	08/17/12	M-F 7-9a	CM-All	8-9a	-TWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00	
FOX 4 NEWS																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/13/12				08/19/12	-TWTF--	5	\$450.00	0.00								



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Contract / Revision 567510 Flight Dates 08/11/12-08/22/12										Hiatus Dates					
Original Date / Revision 08/17/12 / 08/17/12										Order Sep 00:15:00					
Advertiser Democratic Senatorial Cam Product DSCC IE										Estimate # 1597					
Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals
														Spots	Amount
4	4	08/20/12	08/22/12	M-F	7-9a	CM-All	8-9a		MTW---	:30	3	\$450.00	2	0.00 NM	3 \$1,350.00
					8-9a		(8:00 AM-9:00 AM)								
	FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/20/12	08/26/12	MTW---		3		\$450.00							
5	4	08/18/12	08/18/12	Sa	7-9a	CM-All	7-8a		-----S-	:30	1	\$375.00	1	0.00 NM	1 \$375.00
					7-8a		(7:00 AM-8:00 AM)								
	FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/13/12	08/19/12	-----S-		1		\$375.00							
6	4	08/19/12	08/19/12	Su	7-9a	CM-All	7-8a		-----S	:30	1	\$375.00	1	0.00 NM	1 \$375.00
					7-8a		(7:00 AM-8:00 AM)								
	FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/13/12	08/19/12	-----S		1		\$375.00							
7	4	08/13/12	08/17/12	M-F	9-10a	CM-All	9-10a		-TWTF--	:30	3	\$150.00	2	0.00 NM	3 \$450.00
					M-F 9-10a										
	FOX 4 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/13/12	08/19/12	-TWTF--		3		\$150.00							
8	4	08/20/12	08/22/12	M-F	9-10a	CM-All	9-10a		MTW---	:30	3	\$150.00	2	0.00 NM	3 \$450.00
					M-F 9-10a										
	FOX 4 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/20/12	08/26/12	MTW---		3		\$150.00							
9	4	08/13/12	08/17/12	M-F	10-11a	CM-All	10-11a		-TWTF--	:30	1	\$150.00	2	0.00 NM	1 \$150.00
					M-F 10-11a										
	ANDERSON COOPER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/13/12	08/19/12	-TWTF--		1		\$150.00							
10	4	08/20/12	08/22/12	M-F	10-11a	CM-All	10-11a		MTW---	:30	2	\$150.00	2	0.00 NM	2 \$300.00
					M-F 10-11a										
	ANDERSON COOPER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/20/12	08/26/12	MTW---		2		\$150.00							
11	4	08/13/12	08/17/12	M-F	12p-1p	CM-All	12-1p		-TWTF--	:30	2	\$225.00	2	0.00 NM	2 \$450.00
					M-F 12-1p										
	FOX 4 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/13/12	08/19/12	-TWTF--		2		\$225.00							
12	4	08/20/12	08/22/12	M-F	12p-1p	CM-All	12-1p		MTW---	:30	2	\$225.00	2	0.00 NM	2 \$450.00
					M-F 12-1p										
	FOX 4 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/20/12	08/26/12	MTW---		2		\$225.00							
13	4	08/13/12	08/17/12	M-F	5-6p	CM-All	5-530p		-TWTF--	:30	5	\$450.00	2	0.00 NM	5 \$2,250.00
					5-530p		(5:00 PM-5:30 PM)								
	FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>							
		Week: 08/13/12	08/19/12	-TWTF--		5		\$450.00							
14	4	08/20/12	08/22/12	M-F	5-6p	CM-All	5-530p		MTW---	:30	3	\$450.00	2	0.00 NM	3 \$1,350.00
					5-530p		(5:00 PM-5:30 PM)								
	FOX 4 NEWS														



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Contract / Revision 567510 Flight Dates 08/11/12-08/22/12

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
															Type	Spots	Amount
14	4	08/20/12	08/22/12	M-F	5-6p	CM-All	5-530p		MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/20/12		08/26/12		MTW----		3		\$450.00									
15	4	08/13/12	08/17/12	M-F	5-6p	CM-All	530-6p		-TWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/13/12		08/19/12		-TWTF--		5		\$450.00									
16	4	08/20/12	08/22/12	M-F	5-6p	CM-All	530-6p		MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/20/12		08/26/12		MTW----		3		\$450.00									
17	4	08/13/12	08/17/12	M-F	6-630p	CM-All	6-630p		-TWTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
FOX 4 NEWS AT 6P																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/13/12		08/19/12		-TWTF--		5		\$600.00									
E 18	4	08/20/12	08/22/12	M-F	6-630p	CM-All	6-630p		MTW----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX 4 NEWS AT 6P																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/20/12		08/26/12		MTW----		1		\$600.00									
19	4	08/18/12	08/18/12	Sa	5-6p	CM-All	5-6p		-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/13/12		08/19/12		-----S-		1		\$225.00									
20	4	08/19/12	08/19/12	Su	5-6p	CM-All	5-6p		-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/13/12		08/19/12		-----S		1		\$375.00									
21	4	08/19/12	08/19/12	Su	5-6p	CM-All	5-6p		-----S	:30	2	\$375.00	2	0.00	NM	2	\$750.00
FOX 4 NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/13/12		08/19/12		-----S		2		\$375.00									
22	4	08/13/12	08/17/12	M-F	630-7p	CM-All	630-7p		-TWTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
ACCESS HOLLYWOOD																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/13/12		08/19/12		-TWTF--		3		\$450.00									
23	4	08/20/12	08/22/12	M-F	630-7p	CM-All	630-7p		MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
ACCESS HOLLYWOOD																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 08/20/12		08/26/12		MTW----		3		\$450.00									
24	4	08/20/12	08/20/12	Monday	Prime A	CM-All	7p-8p		M-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
FOX Prime Monday 7-8p																	

MASTER CHEF



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Contract / Revision

567510

Flight Dates 08/11/12-08/22/12

Hiatus Dates

Original Date / Revision

08/17/12 / 08/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
24	4	08/20/12	08/20/12	Monday Prime A	CM-All	7p-8p	M-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00	
FOX Prime Monday 7-8p																
MASTER CHEF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	08/20/12	08/26/12		M-----		1	\$1,500.00			0.00						
25	4	08/21/12	08/21/12	Tuesday Prime B	CM-All	8p-9p	-T-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00	
FOX Prime Tuesday 8-9p																
MASTERCHEF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	08/20/12	08/26/12		-T-----		1	\$1,500.00			0.00						
26	4	08/15/12	08/22/12	Wednesday Prime Rotator	CM-All	7p-9p	--W----	:30	2	\$1,500.00	2	0.00	NM	4	\$6,000.00	
FOX Prime Wed. Rotator																
SO YOU THINK YOU CAN DANCE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	08/13/12	08/19/12		--W----		2	\$1,500.00			0.00						
Week:	08/20/12	08/26/12		--W----		2	\$1,500.00			0.00						
27	4	08/13/12	08/17/12	M-F 9-10p	CM-All	9-930p	-TWTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00	
(9:00 PM-9:30 PM)																
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	08/13/12	08/19/12		-TWTF--		3	\$750.00			0.00						
29	4	08/18/12	08/18/12	Sa 9-10p	CM-All	9-10p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00	
Sa 9-10p																
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	08/13/12	08/19/12		-----S-		2	\$450.00			0.00						
30	4	08/18/12	08/18/12	Sa 10-1030p	CM-All	10-1030p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00	
Sa 10-1030p																
FOX 4 NEWS 10P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	08/13/12	08/19/12		-----S-		2	\$450.00			0.00						
															Totals	74 \$37,200.00